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Center for Engagement and Community  
Development

Rural Grocery Summit

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### Panel: Restoring Grocery Access: The Vinton, Ohio

Caroline Harries

*The Food Trust*

Terri Fetherolf

*Healthy Food for Ohio*

Valerie Helby

*Healthy Food for Ohio*

David Procter

*Kansas State University*

*See next page for additional authors*

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**Presenter Information**

Caroline Harries, Terri Fetherolf, Valerie Helby, and David Procter



# Restoring Grocery Access: The Vinton County, Ohio Story and the Kansas Healthy Food Initiative

June 25, 2018

**KANSAS STATE**  
UNIVERSITY

Center for Engagement  
and Community Development



The Food Trust

THEFOODTRUST.ORG



**VINTON COUNTY**



**Finance Fund**  
Capital Corporation



In hundreds of neighborhoods across the country, nutritious, affordable, and high quality food is out of reach — particularly low-income neighborhoods, communities of color, and rural areas.





# Food Access Research



- Accessing healthy food is a challenge for many Americans – particularly in low-income neighborhoods, communities of color, and rural areas.
- Better access corresponds with healthier eating
- Access is associated with lower risk for obesity and other diet-related diseases.
- Healthy food retail creates jobs and helps to revitalize low-income neighborhoods.

Available at: <http://thefoodtrust.org/food-access/publications>



# Panel Presenters:

- **Terri Fetherolf**, Director of Development, Vinton County
- **Valerie Heiby**, Director of Development, Finance Fund Capital Corporation
- **Caroline Harries**, Associate Director, The Food Trust
- **David Proctor**, Director, Center for Engagement and Community Development, Kansas State University



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[http://youtu.be/9bvZLcwr\\_bQ](http://youtu.be/9bvZLcwr_bQ)









**McArthur Super Valu, a locally owned grocery store**



Disappointment.....

Excitement.....



**How to define Success in this endeavor?**

**Short term=food security**

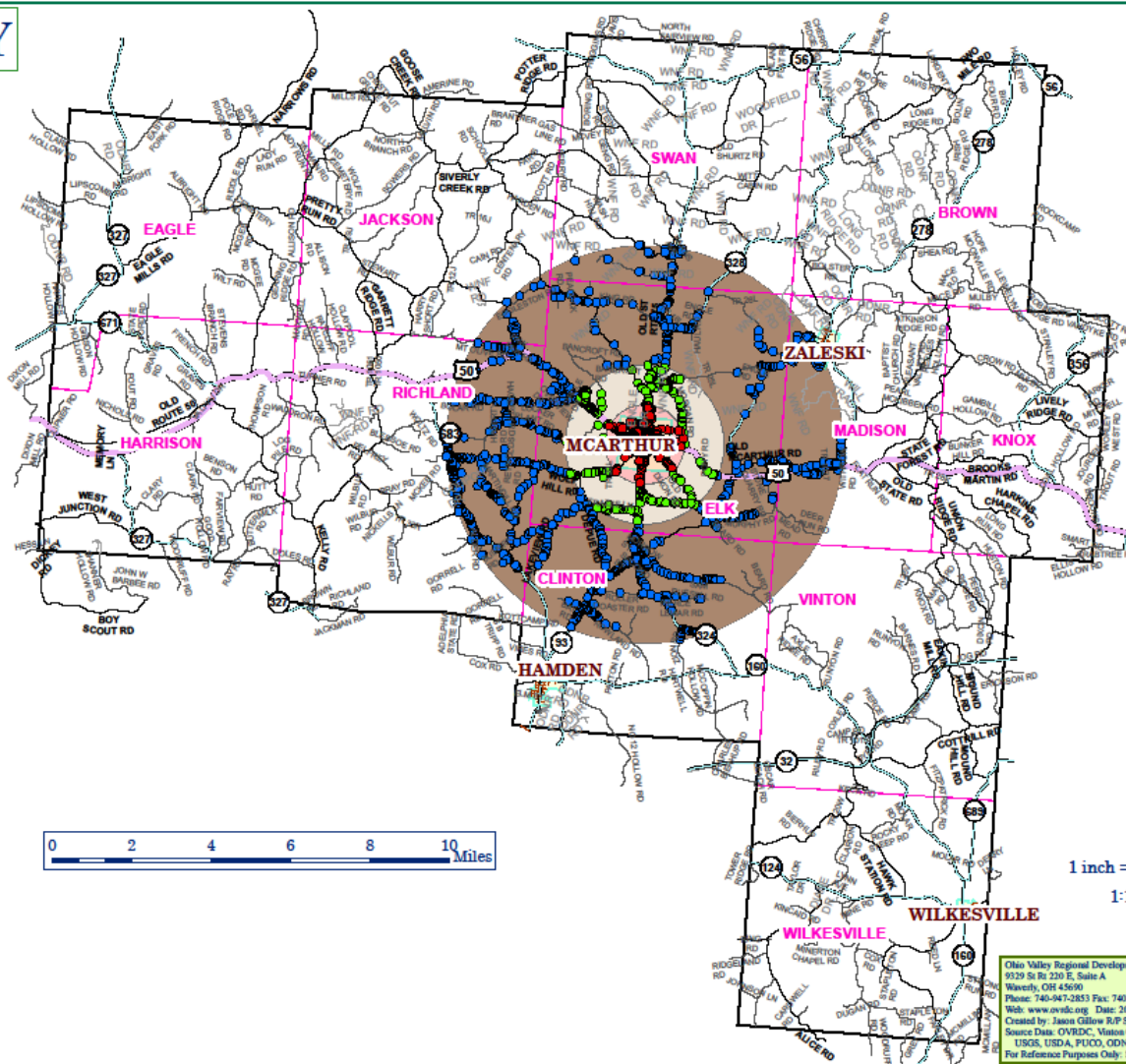
**Long term=food security + stable economy**



# VINTON COUNTY



1:160,000



1 inch = 13,333 feet  
1:160,000

**LEGEND**

- 100 E Main St, McArthur, Ohio
- 1 Mile = Total 1,042 Address Points
- 2 Mile = Total 1,325 Address Points
- 5 Mile = Total 2,488 Address Points

Vinton Co LBRS Road Centerlines

**ROADTYPE**

- US Routes
- State Routes
- County Roads
- Township Routes
- Streets
- Other
- County
- Corp Limit
- Township
- 1-Mile Buffer
- 2-Mile Buffer
- 5-Mile Buffer

Ohio Valley Regional Development Commission  
9529 St Rt 230 E, Suite A  
Newark, OH 45060  
Phone: 740-947-2853 Fax: 740-947-3468  
Web: [www.ovrdc.org](http://www.ovrdc.org) Date: 2014  
Created by: Jessica Gilroy R/P Specialist II  
Source Data: OVrdC, Vinton County, Water Companies  
USGS, USDA, PUCC, ODNR, OGRIP, LBRS & ODOT  
For Reference Purposes Only. See OVrdC Disclaimer





Construction  
begins on the  
new store!







**Finance Fund**



**Finance Fund**  
Capital Corporation

## Who We Are

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- ❑ Finance Fund
  - Established in 1987
  - Statewide nonprofit financial intermediary
- ❑ Finance Fund Capital Corporation
  - Established in 2003
  - Community Development Financial Institution (CDFI) lending affiliate certified in 2009
- ❑ Founded to connect low-income communities with public and private sources of capital
  - State, Federal, Banks, Private Institutions



**Finance Fund**



**Finance Fund**

Capital Corporation

## What We Do

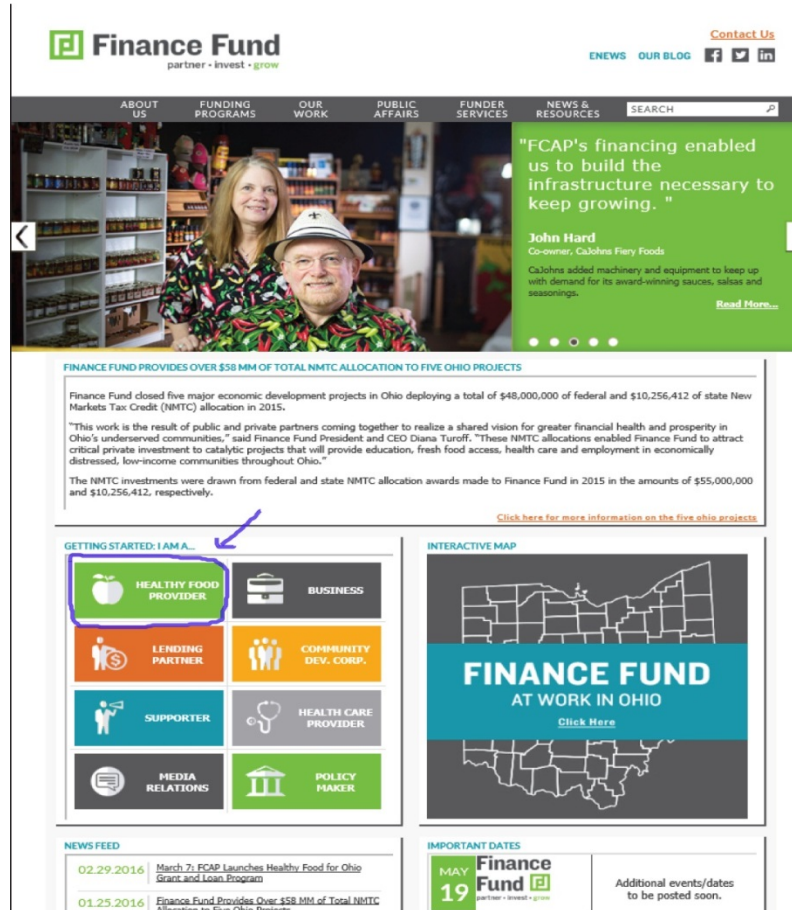
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- ❑ We bring financial resources to urban and rural low-income communities to support a wide range of projects:
  - Economic Development (Job Creation and Neighborhood Revitalization)
  - Small Business Lending
  - Health Care Facilities and Equipment
  - Commercial Real Estate Development
  - Healthy Food Access





# Healthy Food for Ohio Launched



**Finance Fund**  
partner • invest • grow

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[ABOUT US](#) [FUNDING PROGRAMS](#) [OUR WORK](#) [PUBLIC AFFAIRS](#) [FUNDERS SERVICES](#) [NEWS & RESOURCES](#)

**"FCAP's financing enabled us to build the infrastructure necessary to keep growing."**

**John Hard**  
Co-owner, CaJohns Fiery Foods  
CaJohns added machinery and equipment to keep up with demand for its award-winning sauces, salsas and seasonings.  
[Read More...](#)

**FINANCE FUND PROVIDES OVER \$58 MM OF TOTAL NIMTC ALLOCATION TO FIVE OHIO PROJECTS**

Finance Fund closed five major economic development projects in Ohio deploying a total of \$48,000,000 of federal and \$10,256,412 of state New Markets Tax Credit (NIMTC) allocation in 2015.

"This work is the result of public and private partners coming together to realize a shared vision for greater financial health and prosperity in Ohio's underserved communities," said Finance Fund President and CEO Diana Turf. "These NIMTC allocations enabled Finance Fund to attract critical private investment to catalytic projects that will provide education, fresh food access, health care and employment in economically distressed, low-income communities throughout Ohio."

The NIMTC investments were drawn from federal and state NIMTC allocation awards made to Finance Fund in 2015 in the amounts of \$55,000,000 and \$10,256,412, respectively.

[Click here for more information on the five ohio projects](#)

**GETTING STARTED: I AM A...**

- [HEALTHY FOOD PROVIDER](#)
- [BUSINESS](#)
- [LENDING PARTNER](#)
- [COMMUNITY DEV. CORP.](#)
- [SUPPORTER](#)
- [HEALTH CARE PROVIDER](#)
- [MEDIA RELATIONS](#)
- [POLICY MAKER](#)

**INTERACTIVE MAP**

**FINANCE FUND AT WORK IN OHIO**  
[Click Here](#)

**NEWS FEED**

- 02.29.2016** March 2: FCAP Launches Healthy Food for Ohio Grant and Loan Program
- 01.25.2016** Finance Fund Provides Over \$58 MM of Total NIMTC Allocation to Five Ohio Projects

**IMPORTANT DATES**

**MAY 19** Finance Fund  
partner • invest • grow

Additional events/dates to be posted soon.



**Finance Fund**



**Finance Fund**

Capital Corporation

# HFFO Program Eligibility

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Program Guidelines can be found at  
[www.financefund.org](http://www.financefund.org).

Key criteria include:

- Commitment to providing fresh healthy foods
- Low-to moderate-income
- Underserved by comparable fresh food retail
- Community support
- Experience



## Sustainable Projects

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- Existing stores and new developments
- Full-service Supermarkets
- Mid-sized Grocery Stores
- Corner Stores
- Alternative Retail Projects
  - Co-ops
  - Farmers' Markets
  - Mobile Markets
  - Food hubs



## Advocacy & Funding

- ❑ Received \$2.2MM from State of Ohio over 2 budget cycles
- ❑ Leveraged \$4MM from CDFI Fund over 2 funding rounds
- ❑ Leveraged additional \$5MM of private funding
- ❑ At the project level we have leveraged another \$5MM



# Outcomes

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- ❑ Provided flexible financing totaling \$4.7MM
- ❑ Funded 9 sustainable projects
- ❑ Leveraged \$5.9MM of additional investment
- ❑ Created or retained over 150,000 sq. ft. of retail space
- ❑ Served over 70,000 Ohio Residents
- ❑ Created over 400 direct jobs

# Campbell's Market, Vinton County, Ohio





























Make the Moment Rich.

Rich in Tradition

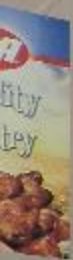
TOASTERS  
TOASTERS  
TOASTERS

TOASTED

# Prather's IGA, West Union, Ohio







MEATS



smoked... MEATS



ADAMS COUNTY JUNIOR FAIR SALE 2016







IGA  
Fresh  
Vegetables

fresh...  
**PRODUCE**

*Fresh Cut Salads*

VEGETABLES

**SPECIAL!**

WATERMELONS



# Thank you for supporting Healthy Food for Ohio!

**Valerie Heiby**  
**Director of Development**  
**Finance Fund Capital Corporation**  
**(614)568-5055**  
**[vheiby@financefund.org](mailto:vheiby@financefund.org)**



# The Food Trust

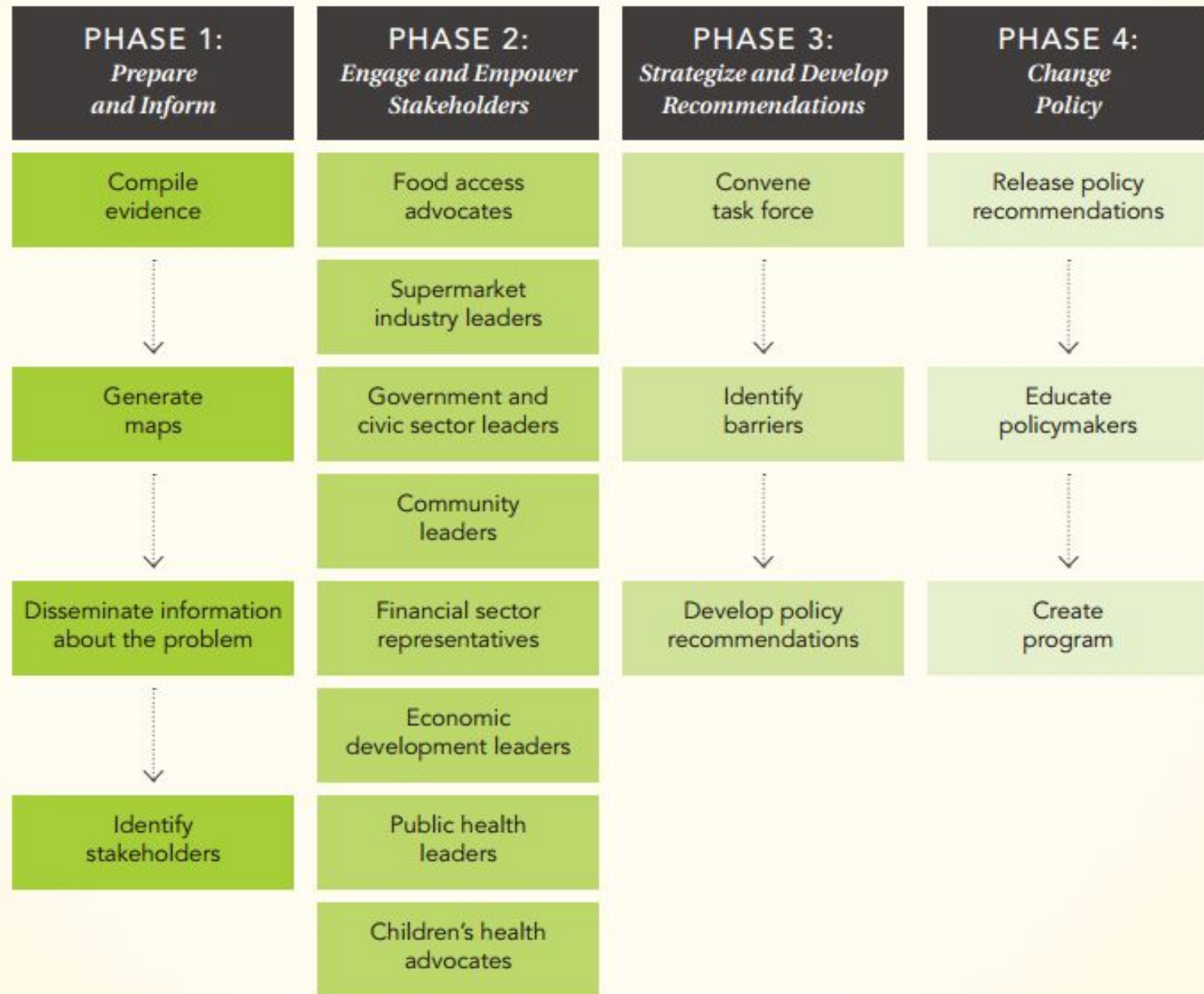
*Working to ensure that everyone has access to affordable, nutritious foods*







## OUTLINING THE PROCESS





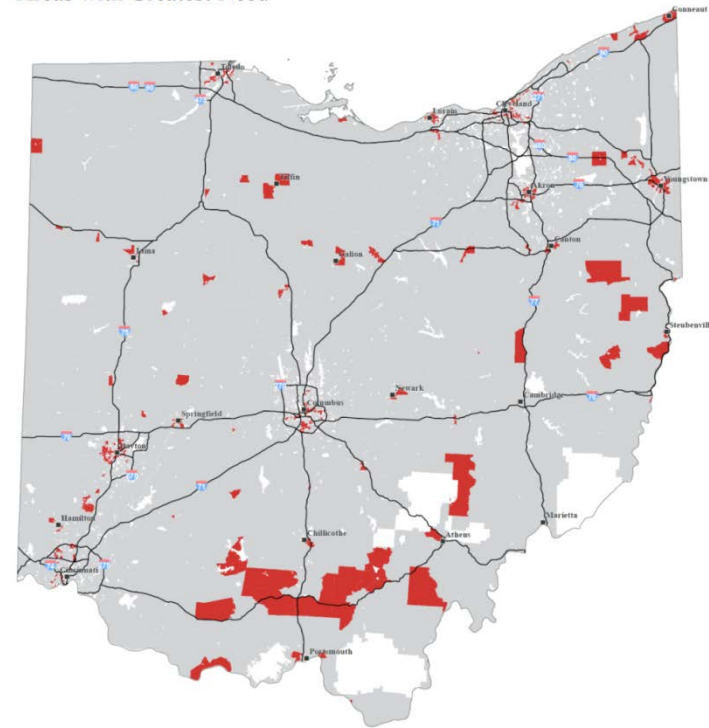
# Ohio Areas of Greatest Need

*Close to one million  
Ohio residents live  
in areas with greatest  
need throughout  
the state.*

MAP 6

STATE of OHIO

Areas with Greatest Need



0 25 50 100 Miles

Data: Ohio Department of Health, 2011;  
TradeDimensions Retail Database, 2014;  
US Census, American Community Survey, 2008-2012.

Areas with Greatest Need

- Low Sales, Low Income, High Deaths
- Other
- Cities
- Interstate Highways
- Park, Forest or Non-Residential



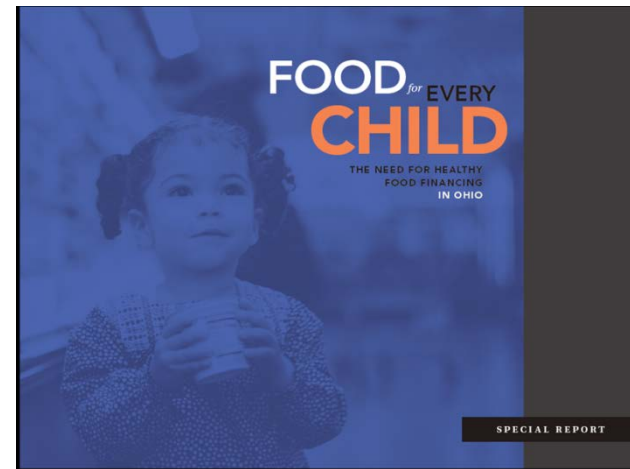
The Food Trust  
THEFOODTRUST.ORG



# Ohio Case Study:

## From Advocacy to Implementation

- Mapping report (June 2014)
- Task Force process (June – Dec 2014)
- Recommendations report (January 2015)
- HFFO Funded (June 2015)
- HFFO Launched (March 2016)



# Ohio Healthy Food Financing Task Force

*We, the Ohio Healthy Food Financing Task Force—a public-private partnership made up of leadership from the grocery industry, community and economic development, public health and civic sectors—call upon Ohio to create a culture of support for healthy food retail development by prioritizing supermarket and other healthy food retail access for underserved families and communities. The following recommendations describe critical steps toward achieving that goal:*

## Ohio Healthy Food Financing Task Force Members

**American Heart Association**  
Cresha Auck Foley, Government Relations Director, Ohio

**Associated Wholesale Grocers Inc.**  
Jeff B. Olson, Director Real Estate Task Force Co-chair

**Carpenter Lipps & Leland LLP**  
Jon Allison, Partner

**Cincinnati Development Fund**  
Jeanne M. Golliher, President and CEO

**City of Cleveland, Department of Economic Development**  
Tracey Nichols, Director

**City of Columbus, Department of Development**  
Hannah R. Jones, Special Projects Coordinator

**Cleveland Neighborhood Progress**  
Linda Warren, Senior Vice President of Placemaking

**Columbiana Foods Inc**  
Ron Graff Jr., Vice President Store Operations

**Community Economic Development Corporation of Ohio**  
Jon A. Moorehead, Executive Director

**Dave's Markets**  
Dan Saltzman, President

**Donnell & Associates, Ltd.**  
Mary Donnell (former CEO Green City Growers Cooperative)

**E & H Family Group**  
Roger Buehler, EVP and Director of Enterprise Development

**Federal Reserve Bank of Cleveland**  
Lisa Nelson, Senior Policy Analyst, Community Development

**Finance Fund**  
James R. Klein, CEO

**Fresh Foods Here**  
Caitlin Marquis, Project Manager (former)

**Godman Guild**  
Ellen Moss Williams, President and CEO

**Good Food Enterprises**  
Michael Jones, Chief Innovator

**HealthSpan**  
Merle R. Gordon, Director of Community Programs and Public Affairs

**Interact for Health**  
Jaime Love, Program Officer

**JobsOhio**  
Aaron Pitts, Managing Director

**Laurel Grocery Company**  
David Pearson, President

**Local Matters**  
Michelle Moskowitz Brown, Executive Director

**Mid-Ohio Regional Planning Commission**  
Brian Williams, Agriculture Specialist

**Mount Carmel Health System**  
Jason Koma, Director of External Affairs, Communications and Public Affairs

**Office of Ohio Attorney General Mike DeWine**  
Richard D. (Dee) Weghorst, Director of Outreach

**Ohio Association of Foodbanks**  
Lisa Hamler-Fugitt, Executive Director

**Ohio Children's Foundation**  
Peggy Calestro, Vice President

**Ohio Department of Health**  
Andrew Wapner, Interim Chief, Bureau of Healthy Ohio

**Ohio Development Services Agency**  
Sadicka White, Chief of Community Services Division

**Ohio Grocers Association**  
Nate Filler, President and CEO

**OSU – John Glenn School of Public Affairs**  
Jill K. Clark, Assistant Professor

**OSU Extension, Cuyahoga County**  
Morgan Taggart, Extension Educator, Community Development

**Saint Luke's Foundation**  
Heather E. Torok, Senior Program Officer, Healthy People

**Sisters of Charity Foundation of Cleveland**  
Teleangé Thomas, Program Director, Health

**SpartanNash**  
Ed Callihan, Senior Manager, Business Development

**The Appalachian Center for Economic Networks (ACEnet), Inc**  
Leslie Schaller, Director of Programs

**The Center for Closing the Health Gap**  
Renee Mahaffey Harris, Executive Director

**The Cleveland Foundation**  
India Pierce Lee, Program Director for Neighborhoods, Housing and Community Development

**The Columbus Foundation**  
Emily Savors, Director of Community Research and Grants Management

**The George Gund Foundation**  
John Mitterholzer, Senior Program Officer for the Environment

**United Way of Central Ohio**  
David Ciccone, Senior Impact Director, Health Task Force Co-chair

**United Way of Greater Cincinnati**  
Karen Campbell, Health Manager, Community Impact

**United Way of Greater Cleveland**  
Sarah May, Health Program Associate

**U.S. Department of Agriculture, Rural Development**  
J. Anthony Logan, State Director

**Vinton County Commissioners**  
Terri Fetherolf, Development Director

**Voices for Ohio's Children**  
Sandy Oxley, CEO

**Wagner's IGA**  
Wally Wagner Jr., Owner

# Kansas Healthy Food Financing Advisory Working Group

KANSAS HEALTHY FOOD  
FINANCING ADVISORY  
WORKING GROUP



## RECOMMENDATIONS REPORT



### FIVE KEY COMPONENTS OF THE ADVISORY GROUP PROCESS:

1. Convene cross-sector partners
2. Identify key barriers
3. Develop recommendations to overcome barriers
4. Formalize recommendations
5. Identify resources for leverage



The Food Trust  
THEFOODTRUST.ORG





*We, the Kansas Healthy Food Financing Advisory Working Group—composed of leadership from the grocery industry, community and economic development, academia, agriculture, public health, healthcare, nonprofit and philanthropic sectors—conclude that Kansas requires a culture of support for and coordinated resources to develop and promote healthy food retail in underserved areas throughout the state in order to:*

- Anchor economic development efforts in rural and urban communities
- Provide new and expanded markets for Kansas-grown foods, and support “From the Land of Kansas” agriculture promotion efforts
- Expand access to healthy, nutritious and affordable food to help all Kansans achieve good health and well-being
- Provide a critical cornerstone for creating vibrant communities, including providing linkages to and spaces for cross-sector community engagement

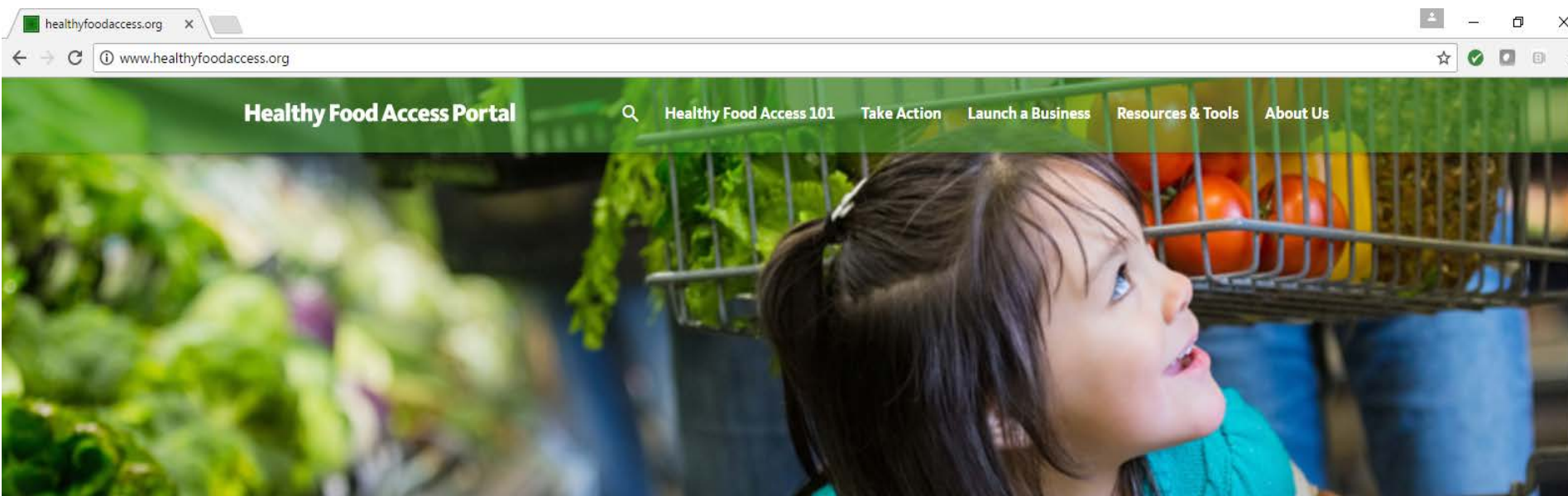


# Tips for Making the Case in Your Community

- Research and document the problem (MAPS)
- Disseminate information about the problem
- Multi-sector partnerships
- Tailor your language to different stakeholders to achieve a common goal
- Cultivate champions
- Remain attentive to local circumstances



# www.healthyfoodaccess.org



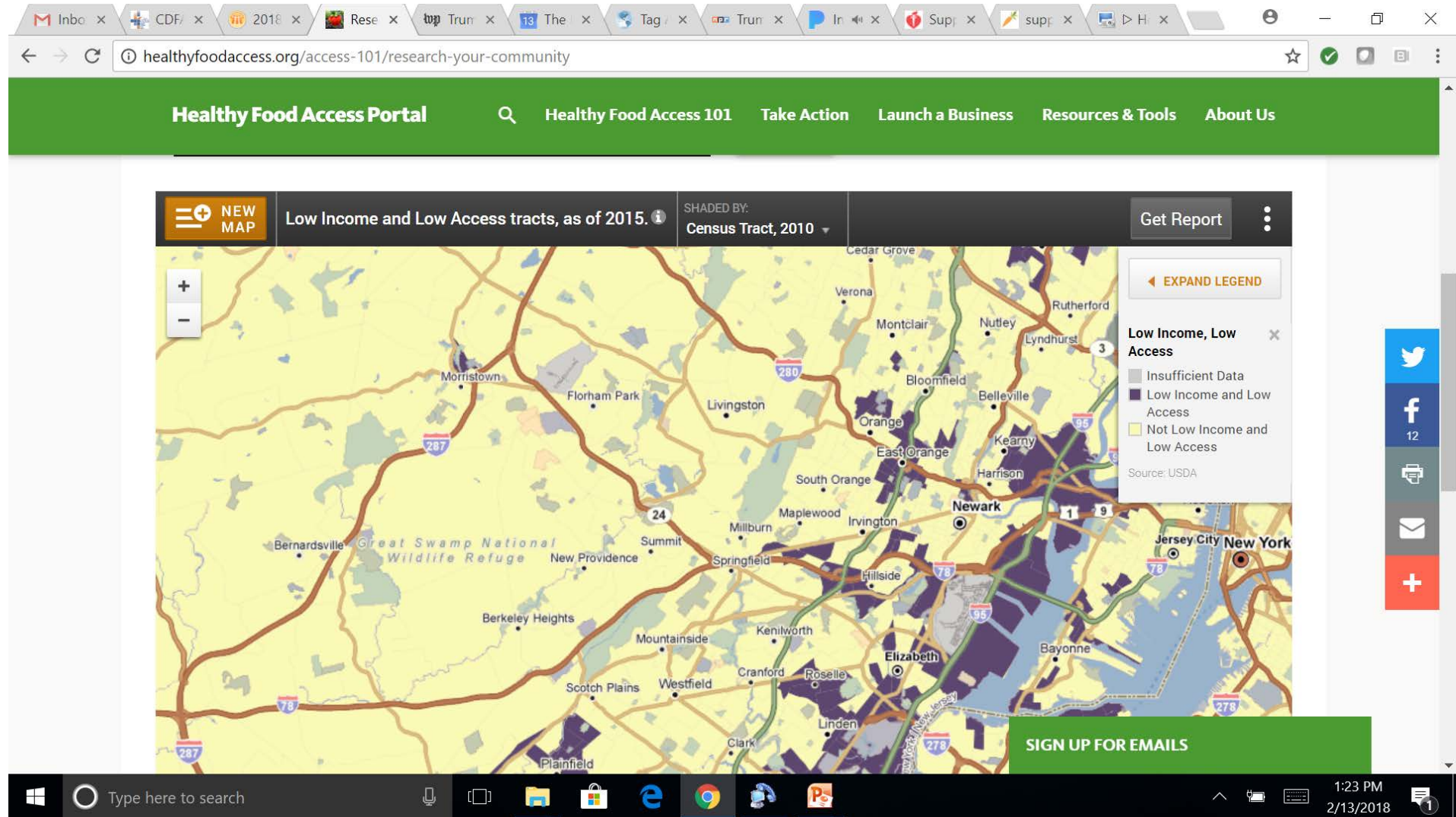
## The Go-To Resource for Increasing Access to Healthy Food

The Healthy Food Access Portal harnesses a vast array of data and information to support the successful planning and implementation of policies, programs, and projects for **advocates**, **entrepreneurs**, and **stakeholders** to improve access to healthy foods in low-income communities and communities of color.

**Connect to The Food Access Movement through Our Newly Designed Portal**

**SIGN UP FOR EMAILS**

www.healthyfoodaccess.org/access-101/research-your-community





# *Kansas Healthy Food Initiative*



Dr. David E. Procter, Director  
Center for Engagement and Community Development  
Kansas State University  
Manhattan, Kansas 66506  
[www.k-state.edu/cecd](http://www.k-state.edu/cecd)  
[www.ruralgrocery.org](http://www.ruralgrocery.org)  
[www.kansashealthyfood.org](http://www.kansashealthyfood.org)  
(785) 532-6868  
[dprocter@ksu.edu](mailto:dprocter@ksu.edu)



## Healthy Food Access: The Need

- Over 30% of Kansas counties are considered food deserts<sup>1</sup>
- 800,000 Kansans lack access to healthy food sources within a reasonable distance from their home<sup>1</sup>
- While rural grocery stores offer more healthy foods, at lower costs, than other rural food retail options, they struggle
  - 45 stores out of 215 have closed in the past 10 years<sup>2</sup>

# Healthy Food Access: USDA Low Income Low Access

- **Low Income:** 20% of census tract is below poverty level<sup>3</sup>
- **Low Access:** 33% of the census tract's population resides more than 1 mile (urban) or 10 miles (rural) from a supermarket or large grocery store<sup>3</sup>



*Low income, low access areas are  
sometimes referred to as food deserts*

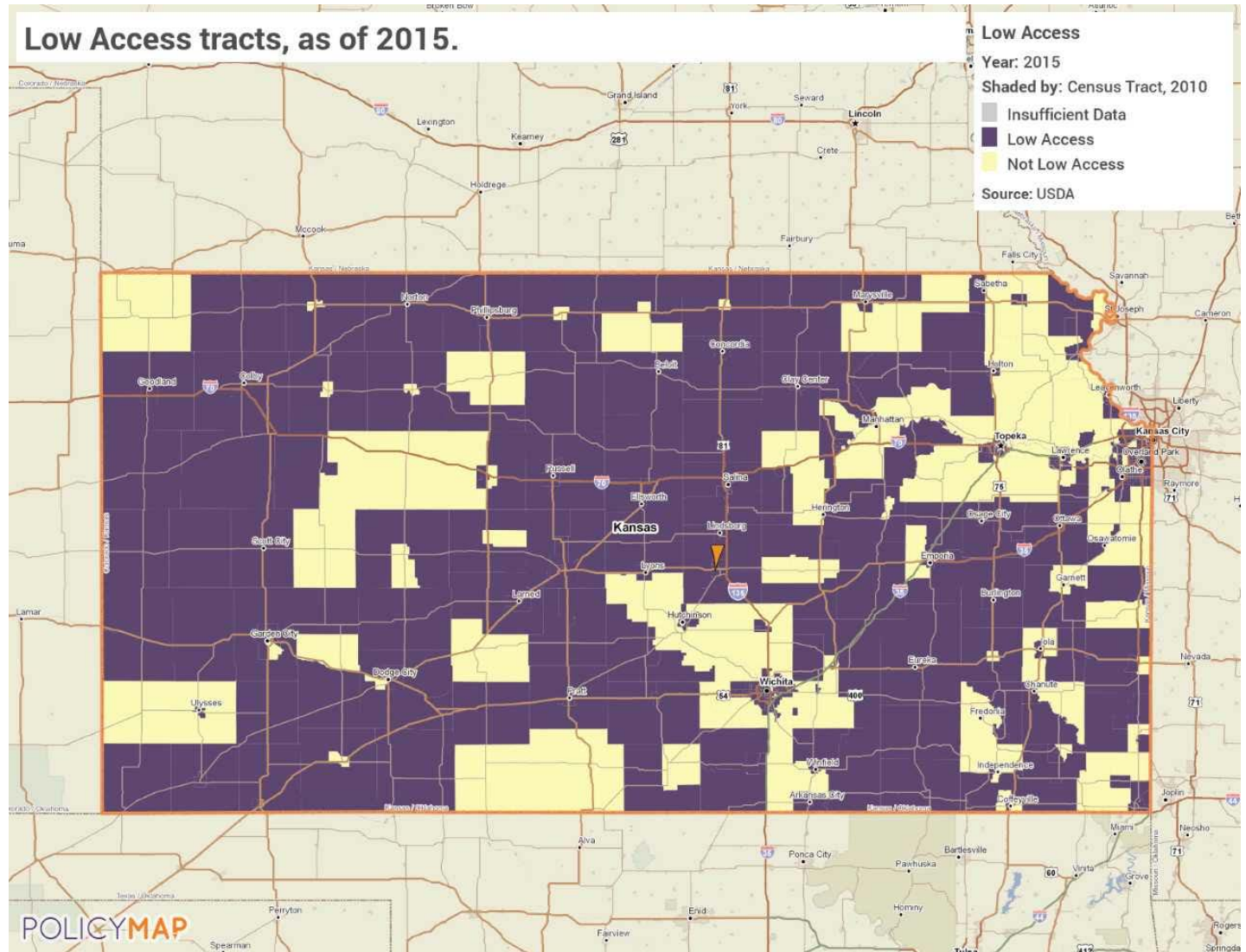


# Why Healthy Food Access?

## Health and Economy

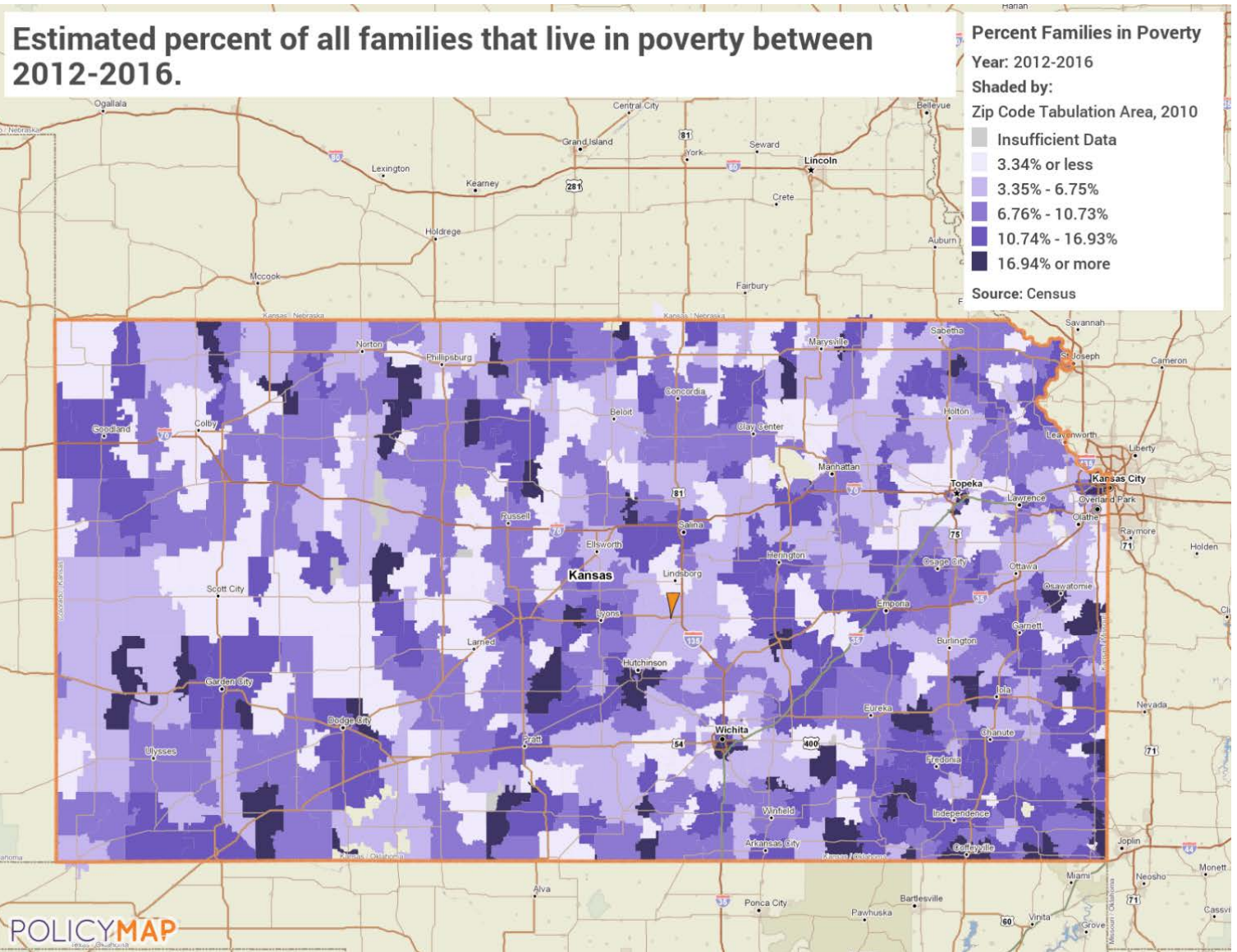
- When variety of healthy, affordable foods are available, people will tend to choose food options that, combined with increased physical activity, have the potential to improve health outcomes<sup>4</sup>
- Grocery stores are one driver of economic success for rural towns, employing, on average, 17 full and part-time workers.<sup>5</sup>

# Areas of Low Access



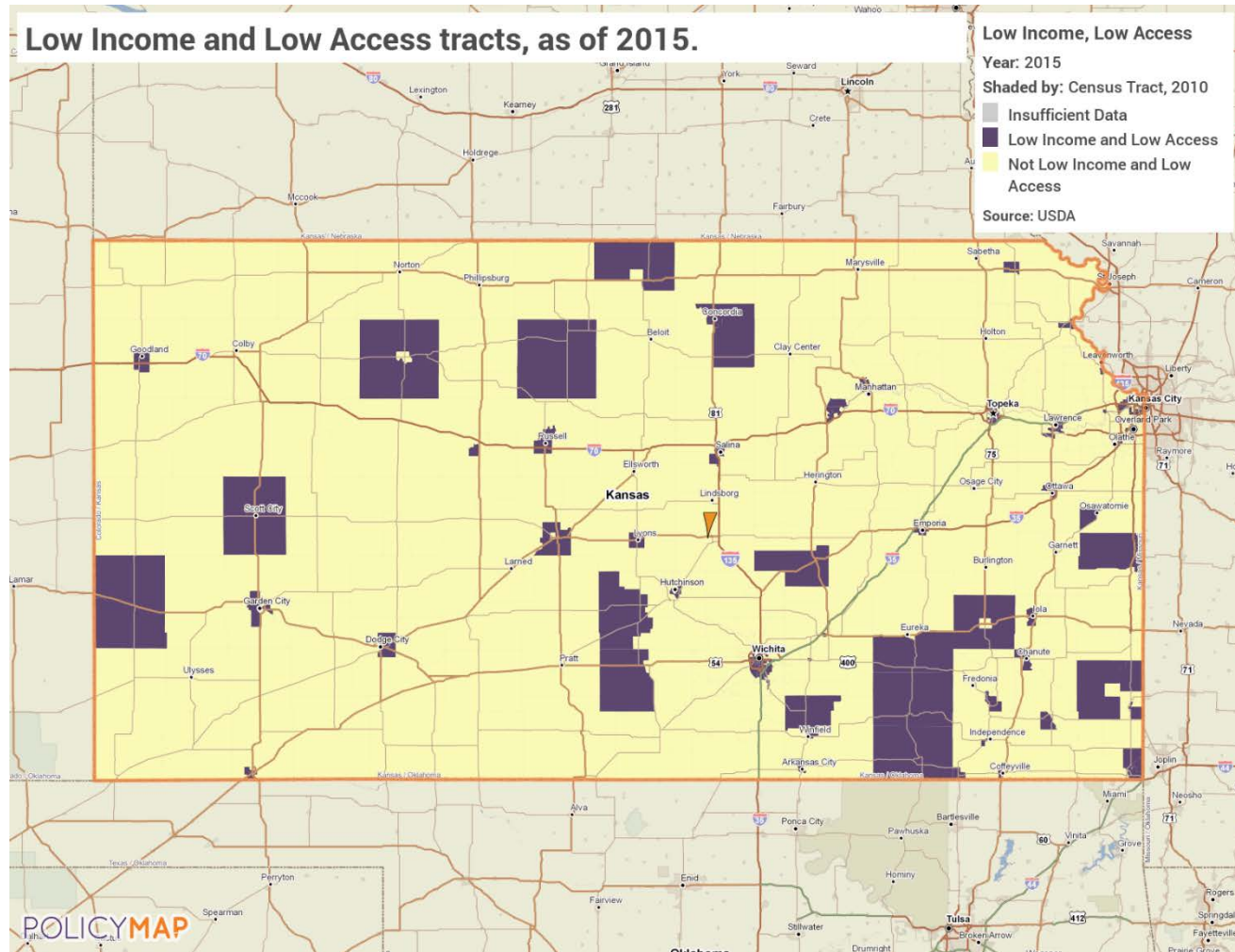


# Areas of Poverty





# Areas of Greatest Need

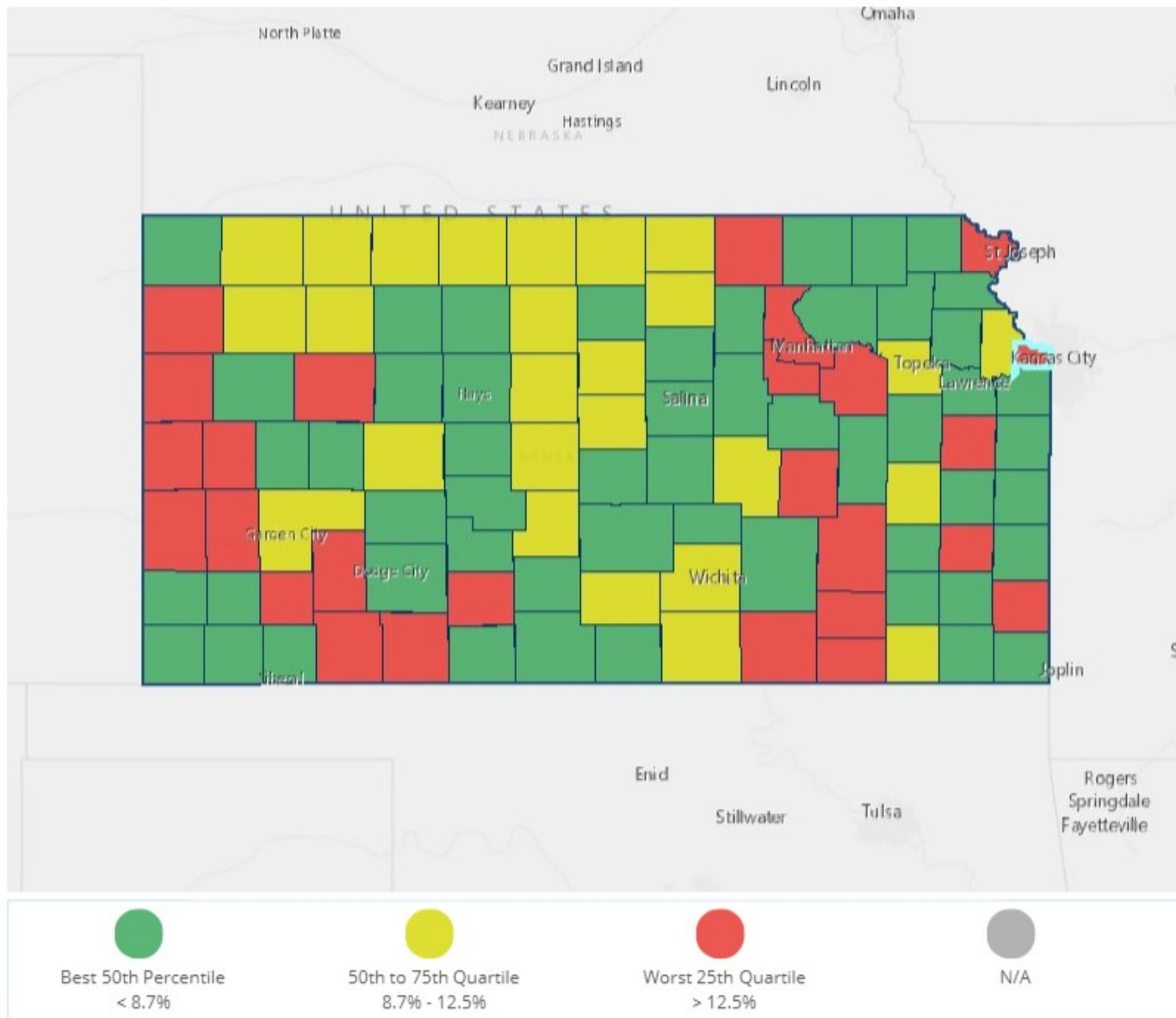


# Low-Income and Low Access to a Grocery Store

County: Wyandotte

**Data Source:** U.S. Department of Agriculture - Food Environment Atlas

**Measurement Period:** 2015



# Kansas Healthy Food Initiative

*The Kansas Healthy Food Initiative is a public-private partnership that aims to increase access to affordable fresh food to improve the health and economic development of Kansans and their communities.*



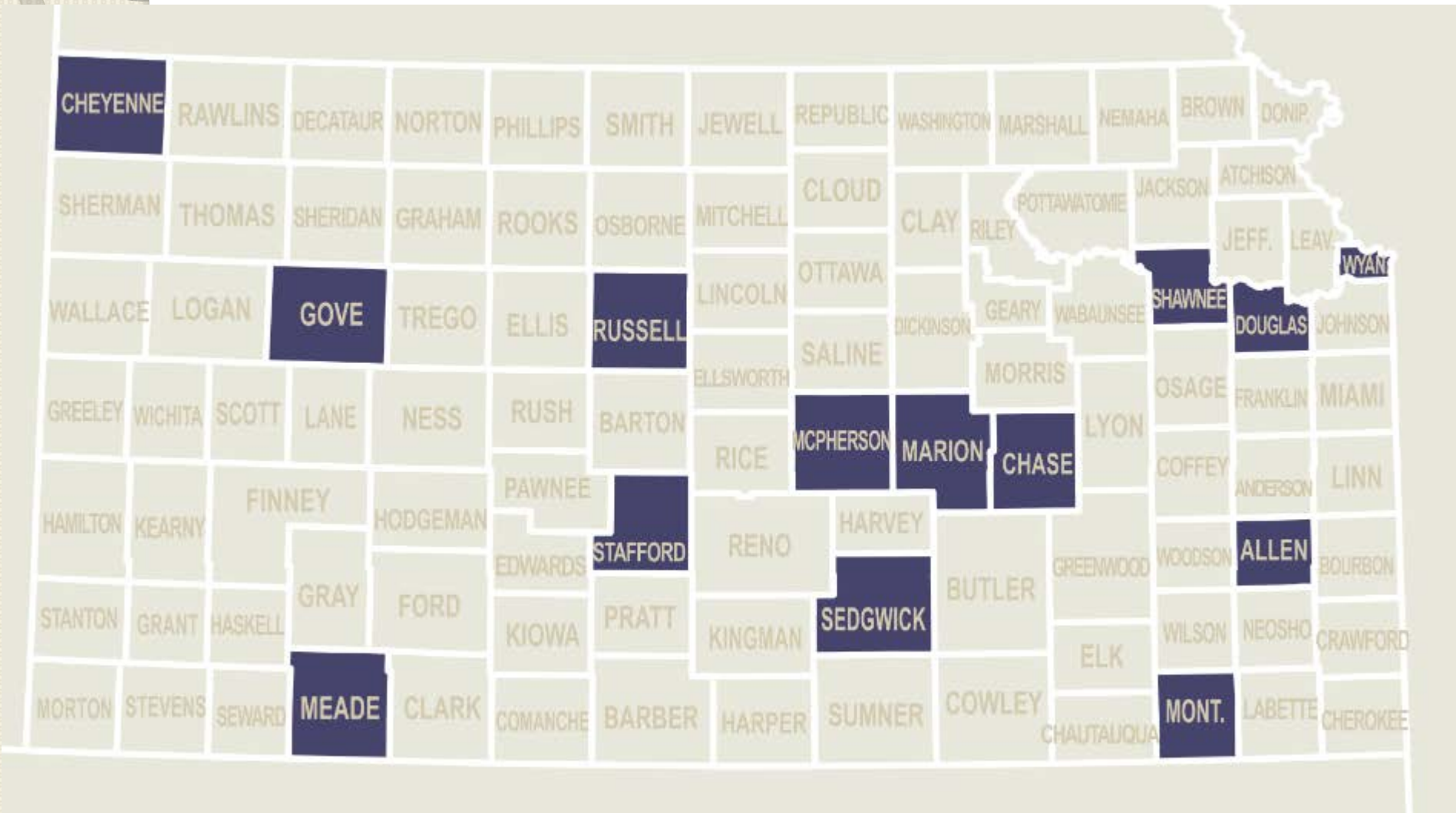


# Kansas Healthy Food Initiative



- Launched November, 2017
- Seeded by the Kansas Health Foundation
- A partnership to increase access to affordable fresh food and improve Kansans' health and economic development
  - KHF, CECD, IFF, NetWork Kansas, The Food Trust
- Provides technical assistance and financing - loans and grants - to bring healthy foods to underserved Kansas communities living in low food access areas
- Works to bridge informational and financing gaps faced by healthy food stakeholders and food retailers

# KHFI Funding Applications



# KHFI Applicant Summary

- 23 applications
  - 16 eligible
  - 4 not eligible
  - 3 eligibility in process
- Eligible (16)
  - 6 funded
  - 6 pending funding
  - 3 on-hold
  - 1 re-submitting





# Technical Assistance

- Topic areas
  - KHFI process (35%)
  - General (28%)
  - Business development (15%)
  - Dollar General (8.3%)
  - Ownership models (5%)
  - Technology (5%)
  - Distribution (1.7%)

n=100



# Technical Assistance

- Contact category
  - Business owner (32%)
  - Economic development (15%)
  - Government (12%)
  - Extension (10%)
  - Prospective owner (8%)
  - News media (3%)
  - Other (17%)

n=100



# *Kansas Healthy Food Initiative*



Dr. David E. Procter, Director  
Center for Engagement and Community Development  
Kansas State University  
Manhattan, Kansas 66506  
[www.k-state.edu/cecd](http://www.k-state.edu/cecd)  
[www.ruralgrocery.org](http://www.ruralgrocery.org)  
[www.kansashealthyfood.org](http://www.kansashealthyfood.org)  
(785) 532-6868  
[dprocter@ksu.edu](mailto:dprocter@ksu.edu)



# References

1. KHF dedicates more than \$4 Million to Healthy Food Access, August 25, 2017, <http://kansashealth.org/2017/08/25/khf-dedicates-4-million-healthy-food-access/>
2. Grocery store closures, internal report, 2016, Rural Grocery Initiative, Center for Engagement and Community Development
3. USDA, Documentation Definitions and data sources, <https://www.ers.usda.gov/data-products/food-environment-atlas/documentation/>
4. Kansas Health Matters, Low-income and low access to a grocery store, <http://www.kansashealthmatters.org/indicators/index/view?indicatorId=300&localeId=1044&comparisonId=6695>
5. Kansas Food First, Summer 2017, Kansas State University, Center for Engagement and Community Development, <http://www.ruralgrocery.org/Food%20First%20-%202017.pdf>
6. Preliminary grocer survey results, 2008, Rural Grocery Initiative, Center for Engagement and Community Development, <http://www.ruralgrocery.org/resources/survey.html>

Thank you!

